

BLANKET COVERAGE

OF EVERY HOME IN TORRANCE, GARDENA, LOMITA AND SUBURBAN AREAS AT ONE COST,—THROUGH TORRANCE HERALD AND TRI-CITY SHOPPING NEWS.

The Geographical Center

of The Richest Industrial District in The Southwest. Advertising In The Tri-City Shopping News Carries Your Offering to

Every Resident

of Torrance, Gardena, Lomita and Suburban Districts.

**Every
Monday - Thursday**

8000

COPIES OF THE TRI-CITY SHOPPING NEWS ARE MAILED TO 8,000 HOMES IN THIS DISTRICT!

Tri-City Shopping News

Is The Only Newspaper That Can Give You Complete Blanket Coverage of The Great Industrial Trading Area at One Cost

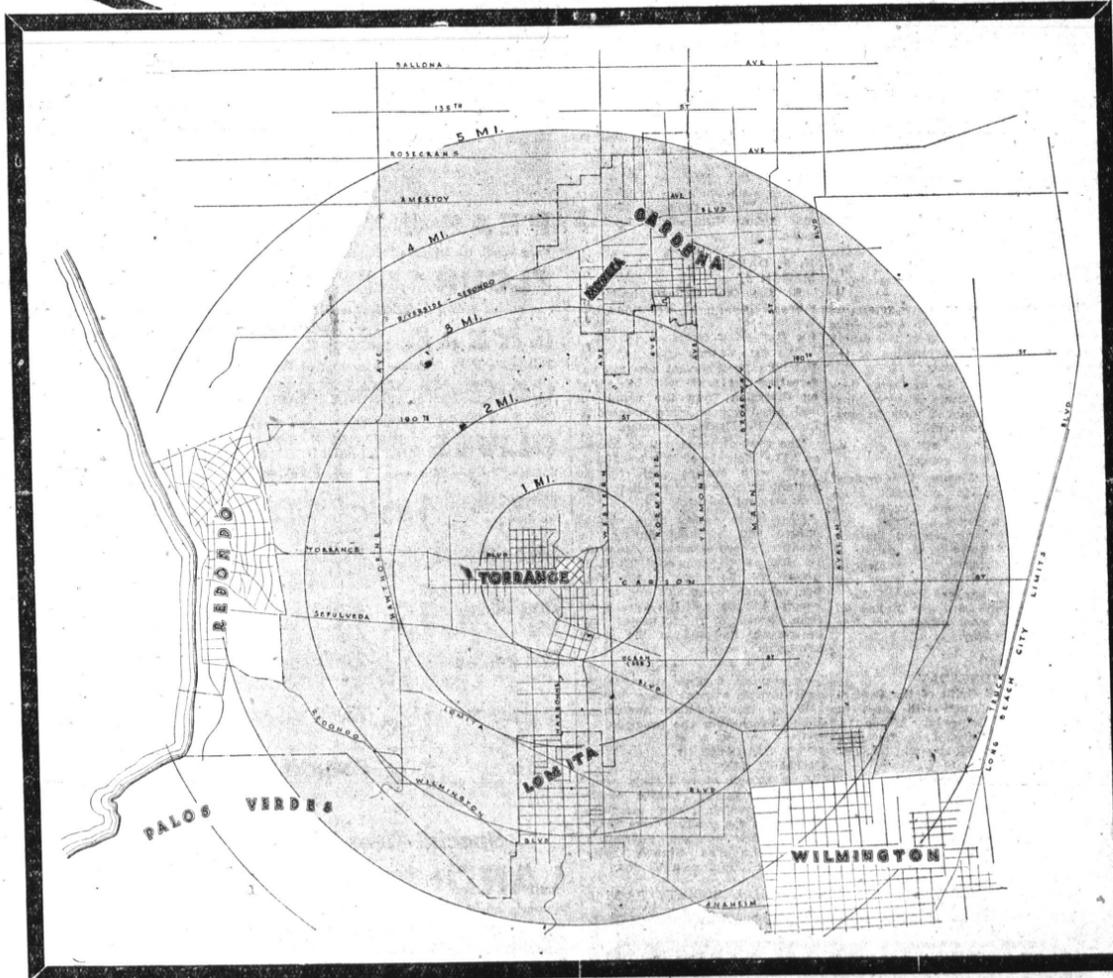
Advertise

Your Service or Merchandise Regularly to Build Up Volume Business.

★
**The
Consolidated
Issues**

of the Torrance Herald, Lomita News and the big Tri-City Shopping News is the Only Medium That Can offer you

**Triple
Advertising
Power**
at one cost.



EVERY RESIDENT LIVING WITHIN THE SHADED PORTION OF THIS MAP IS REACHED TWICE A WEEK BY THE TORRANCE HERALD OR TRI-CITY SHOPPING NEWS

★
**75
Square
Miles**

with a population of more than 40,000 persons can be covered 100% by the placing of your advertising in the

**The Tri-City
Shopping
News**
Monday or Thursday

★
**THE MEETING PLACE OF
BUYER and MERCHANT**

For Advertising Rates and Other Information, Call Torrance Herald, Phone 444